TELEVISION

Ready for Fred TIME 4/15/66

"We know this," said McGeorge Bundy, onetime dean of the Harvard faculty, former White House braintruster and now president of the Ford Foundation, "that television is an A No. 1 problem and that Friendly is an A No. 1 guy. Putting the two together may get us a lot closer to the solution."

Thus last week Bundy announced that Fred W. Friendly, 51, who quit his job as CBS News president in February,* would become an "adviser on television" for the Ford Foundation. At the same time, Friendly will become Edward R. Murrow professor of TV journalism at the Columbia University School of Journalism. The new assignments will pay Friendly about half his old $75,000 CBS salary, but they "will give me a chance," he believes, "to do more for broadcasting than I could do on the inside." A worthy, or as Harvard guys say, an A No. 1 aim.